



## Director's Report- Judy Bixby-Arrington, CEA

November, 2009

### **LEADERSHIP COMMITTEE**

2010 incoming President, Donna Grosso, offered a few Pearls of Wisdom for us, this last session of the year. Membership is our lifeblood. Keeping the status quo is not good enough; we must push forward and increase the numbers. Broken down, membership costs only \$17.50 per month, an amount that all of us can put aside on a monthly basis. Individually, members have to be made to realize that this is an investment in us. Company-wise, this amount is a very small amount compared to the cost of paying for litigation suit.

Many companies may send only one person in the office to attend dinner meetings for the educational value. Unfortunately, statistics show that one person absorbs only 38% of what they hear, so there is a 62% loss of the whole. It would be greatly advantageous to companies to send more people as more is absorbed for the benefit of the company as a whole.

Tracy White (LBEA) commented that we need to educate the public and those who give us the business that they need to take their transactions to those who are a member of CEA. We each have a responsibility to educate the consumer and impress them the importance of using someone who may be much more educated and professional. Perhaps CEA can recommend some sort of a marketing tool that members can use to market themselves.

According to Tracy, the Mortgage Brokers have a blog site called "Think big work small". This is an interesting site and we could take some tips off of what they are doing there.

Donna brought up Patty Beverly, Past CEA President, who works for First American Title. She gives her new hires 2 years to obtain their PD certification. Once they do, their bonus program increases. This is a good example of a company which is able to see the importance of having staff that are educated.

Most of all, we need to understand that we have to "invest" in ourselves. We cannot rely on our companies to invest the staff. It has to start with us.

### **MEMBERSHIP COMMITTEE**

Lexi Howard, Membership Portfolio Chair – We are ending the year with 1135 members, which is down from a high of 2853 as seen in one of the better years.

Some of the questions that have been thrown out for discussion: What is the value our membership? What can we do to put more value behind our membership? What is a new benefit that we can have for being a member? Here are some of the responses:

- Since some regionals do not differentiate between the cost for members and nonmembers at the dinner meetings, maybe the differentiation can come in the members can get the seminar handouts and the nonmembers cannot.

- Start by educating from the top – CAR, NAR, the Mortgage Brokers Association. If the top people can be made to support CEA, maybe it would be easy for that mindset to trickle down to the regional and local boards.
- Emphasize professional designation credentialing. Does PD bring more value to you? Is it only valuable to you?
- Maybe CEA could provide a link for resources that clients for our members could draw on.
- Can we reduce the cost of membership?
- Can we give companies a discount when signing up multiple memberships?

Finally, we reviewed the Member Needs Survey that was conducted right after Conference.

## **GOVERNANCE COMMITTEE**

Our Bylaws have been updated and should be ready for membership approval by March of 2010. Our Manual of Policies and Procedures, Catastrophic Plan and Strategic Plan have also been done.

In essence, the goals of the committee have been achieved and there are probably not too many changes that we see in the near future. Executive Board will make the decision as to whether this committee shall meet on a regular basis in the next year, or shall put it on an “as need” basis.

Besides me and our regular CEA Directors – Donna Inman, Judy Arrington and Dave Shean, the following members of the 2010 Board also made the effort to attend and sit in some of the committees: Teresa Shaver, Kathy Burnett, and Emily Ochoa. The consensus was that it was very interesting and gave them a good look at what happens on the state level.

Respectfully submitted,  
Juliana Tu, President